

Certificate of Appreciation

Presented To

WBSF Channel 43

In appreciation for their participation in the
Viking Princess Volleyball Challenge
and for their generous contribution and support of
The Arthritis Foundation
Florida Chapter
Central Branch

August 22, 1992

Executive Director Dorothy Branch

Chairperson Rose J. Schutka



*Public file
6/30/92*

June 23, 1992

Mr. James Rozier
Vice President of Marketing and Development
Cablevision of Central Florida
3767 All-American Boulevard
Orlando, FL 32810

Dear Mr. Rozier:

I am writing to express my concern about Cablevision of Central Florida's recent decision to drop WBSF/TV43 from its Orlando system. As a representative of the Close Up Foundation, the largest civic education organization in the nation, I have found TV43 an invaluable aid in informing Florida citizens about civic education initiatives and ways in which they can become involved in their political system.

The Close Up Foundation has worked closely with Florida educators for more than 21 years and sponsors a variety of civic education programs aimed at creating more active and informed citizens. As a nonprofit, we depend on organizations such as TV43 to help us inform and motivate citizens to become involved.

At a time when so much attention is being paid to the problems with our educational system and the apathy with which young people view the political system, it is vital to have organizations such as TV43 promoting education and civic responsibility. Eliminating this type of programming is a disservice to the community. Therefore, I urge you to reconsider your decision and return TV43 to your Orlando system.


Thank you in advance for your consideration of this matter. If you have any questions concerning the Close Up Foundation or our involvement with TV43, please contact me at 1-800-336-5479, x606.

Sincerely,

Stuart Rubenstein
Outreach Coordinator

NIE Note

22 June 1992

Public File


Mr. James Rozier
V.P. of Marketing and Development
Cablevision of Central Florida
3767 All American Blvd.
Orlando, FL 32810

Dear Mr. Rozier:

It has come to my attention that Cablevision of Central Florida will drop TV43 from the Orlando System, effective June 30, 1992.

I am writing to express my concern for this decision and to voice my support for TV43 - a local station addressing local issues in our community!

This past year I had the opportunity to work with TV43 Community Affairs Programming, on two educational and worthwhile programs: The Citizen Bee, a Social Studies competition for secondary students; and a Nutrition Month program, geared for upper elementary students.



7/11/92
Pepke file
COPY

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Susie Wasdin,
Vice President
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Susie Wasdin
Amelia Williams

Executive Director

Key Elliott Burk

Cultural Alliance programs are sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs through the Florida Arts Council; Brevard County Board of County Commissioners; and Brevard County Tourist Development Council as well as corporate sponsors, members and contributors.

A copy of the official registration and financial information may be obtained from the Division of Consumer Affairs by calling toll-free, 1-800-438-5257 or by writing to the Division of Consumer Affairs, Department of State, Tallahassee, Florida 32399. Registration does not imply endorsement, approval, or recommendation by the state.

June 24, 1992

James Rozier
Vice President of Marketing and Development
Cablevision of Central Florida
3767 All-American Boulevard
Orlando, Florida 32810

Dear Mr. Rozier:

We are writing to express our concern that Cablevision of Central Florida will be dropping TV43 from their Orlando System. TV43 has been very supporting of community education and social programs that effect citizens and cable viewers in Brevard County. In order for local stations to address local issues they need to be carried on cable systems.

We would appreciate your considering restoring TV43 to all of CV's cable systems if possible. Their efforts toward community service will be sorely missed.

Thank you for your consideration of this matter.

Sincerely,

Fonda Haddad
Programs Director

cc: Delores McLaughlin, Community Affairs Director
TV43

BREVARD County

BOARD OF COUNTY COMMISSIONERS

FLORIDA'S SPACE COAST

PARKS AND RECREATION DEPARTMENT

SOUTH SERVICE SECTOR, 1311 E. New Haven Ave., Melbourne, FL 32901

Telephone: 952-4580



June 23, 1992

Cablevision of Central Florida
3767 All American Blvd.
Orlando, FL. 32810

*I hope
this letter
will help.
Thanks
Kitty*

Dear Mr. Rozier,

The Brevard County Handicapped Recreation Program has appeared on the "Update" segments to inform the community of special events/programs for the disabled. Our current clientele and potential program participants faithfully watch Ch. 43 and "Update" to see what is available in Brevard County. Non profit organizations do not have advertising budgets thus, we depend on the local media.

Please continue the Ch 43 community affairs program with Delores McLaughlin. Mrs. McLaughlin is recognized as a community leader and gives tremendous credibility to your network. I appreciate the wonderful coverage that you have given my program.

Sincerely,

Kitty Schroht
South Brevard County
Handicapped Recreation Program

✓

TRUMAN SCARBOROUGH, JR.
District 1

KAREN S. ANDREAS
District 2

CAROL SENNE
District 3

SUE SCHMITT
District 4

THAD ALTMAN
District 5

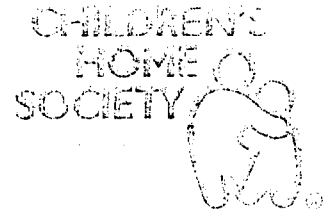
TOM N. JENKINS
County Administrator

ROBERT D. GUTHRIE
County Attorney

R. C. WINSTEAD, JR.
Clerk

PRINTED ON RECYCLED PAPER

To: Public Ad
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Jane H. Cislo

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Ron Stankiewicz

June 23, 1992

James Rozier
Vice President of Marketing and Development
Cablevision of Central Florida
3767 All American Boulevard
Orlando, FL 32810

Dear Mr. Rozier:

Brevard County needs the Delores McLaughlin "Update" program on TV43. She is the best source of local information of local community interest. Central Florida will suffer from your decision to drop TV43.

Won't you reconsider? We are a growing area with pride in our community. TV43 WBSF, is a part of "our voice."

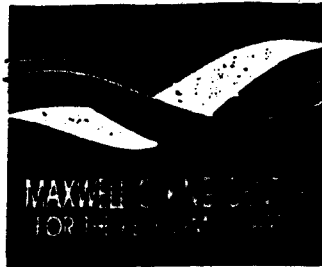
Sincerely,

Anne T. Simon, LCSW
Executive Director

ATS/pb

CHILDREN'S HOME SOCIETY
Brevard Division
218 Hardee Lane
Rockledge, Florida 32955
Phone: (407) 636-0126
Fax: (407) 636-5471





To: Public
Ed

bcc Ed Parker
Delores McLaughlin

June 19, 1992

Mr. James Rozier
Vice President of Marketing and Development
Cablevision of Central Florida
3767 All-American Boulevard
Orlando, FL 32810

RE: WBSF TV 43

Dear Mr. Rozier:

I was distressed to learn of your recent decision to drop WBSF TV 43 from your Orlando system.

WBSF TV43 is dedicated and committed to providing their viewers with information concerning important issues in the Central Florida community. The King Center for the Performing Arts has been fortunate to have received significant exposure in this regard.

We strongly urge you to reconsider your decision to drop WBSF TV 43 from your Orlando system and continue to carry it to all of your cable systems.

Sincerely,

Nance Burroughs
Marketing Manager

✓

Stepping Stones

Individual, Family & Group Therapy

TD: Public file
[Signature]

James Rozier
Vice-President
Marketing and Development
Cablevision of Central Florida
3767 All-American Boulevard
Orlando, FL 32810

Dear Mr. Rozier:

I recently was advised of Cablevision's intention to drop TV43 from the Orlando system. I am writing to ask you to reconsider this move for the following reasons:

1) Since 1982, I have participated in programs ranging from spouse abuse to Youth Leadership Brevard. I wish I could relay an accurate count of the number of people who have commented "Oh, I saw you on 43 the other day!" Unfortunately I did not keep tally because I never imagined losing TV43.

2) The exposure the Commission on the Status of Women (of which I chaired that year) received on TV43 was very instrumental in getting open the Domestic Violence Shelter in Brevard- which we desperately needed because the closest one was in Orange County.

3) I have brought several groups of teenagers to talk about various topics. The teens selected received great psychological benefits from appearing on TV43 and being seen by their peers.

4) As an involved civic person, I have always known I could count on Tv43 to provide a "spot" for an important message. If we lose TV43, who else will give us, the community, this type of loyalty?

5) TV43 is a local station serving the community.

Stepping Stones

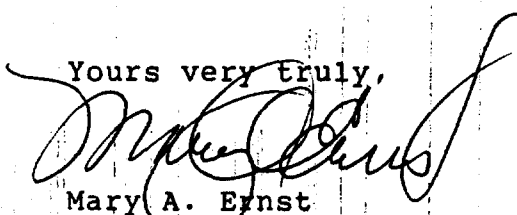
Individual, Family & Group Therapy

I have written justification, from my point of view, of why you would be in error in your judgement to drop TV43. Will you send me written documentation of the reasons for the proposed dropping of TV43?

As I have stated, I am truly a small business, but I am very representative of the viewers of TV43.

I will be available to further discuss this issue at your convenience. In any case, please add my name to those Brevard County people imploring you to reconsider the dropping of TV43.

Yours very truly,


Mary A. Ernst
Director
Stepping Stones
Counseling Center

mae;sme

cc: Ed Parker, Vice President and General Manager



**The Epilepsy
Foundation Of
Brevard County**

Carol Hakkila
President

John Testa
Vice-President

Shirley Caisse
Secretary

Thomas Flavin
Treasurer

Dorothy Estes
Executive Director

To Public File
[Signature]

June 19, 1992

James Rozier
Vice President of Marketing and
Development
Cablevision of Central Florida
3767 All-American Blvd.
Orlando, Fl. 32810

Dear Mr. Rozier:

The Epilepsy Foundation of Brevard County, Inc. has been featured on the community affairs program a number of times and has talked to the community about epilepsy and its consequences. The more people know about this neurological disorder, there will be less fear and less stigma attached to people with epilepsy.

We also talk about upcoming fund-raisers and have been pleased with the results, when we get calls saying they saw us on TV43, on the Delores McLaughlin show. Even though its only a four and a half minute slot, it means a lot to my organization to be involved.

I believe it would be a disservice to discontinue CV coverage to any area. I am requesting CV restore TV43's carriage to all of CV's cable systems as soon as possible.

Thank you for your cooperation and consideration concerning this matter.

Very truly yours,

Dorothy Estes

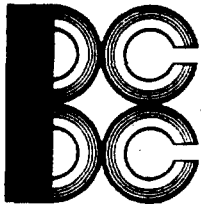
Dorothy Estes
Executive Director

/2

cc: Delores McLaughlin - Community Affairs Director
Ed Parker - Vice President and General Manager

Mailing address:
P.O. Box 2368
Melbourne, Florida
32902-2368
(407) 951-4251
FAX: (407) 984-0956





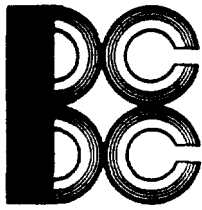
BREVARD COMMUNITY COLLEGE

To Public file
[Signature]

REPLY TO:

June 18, 1992

Mr. James Rozier
V.P. Marketing and Development



BREVARD COMMUNITY COLLEGE

REPLY TO:

June 18, 1992

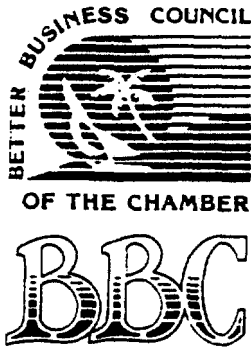
Mr. James Rozier
V.P. Marketing & Development
Cablevision of Central Florida
3767 All American Blvd.
Orlando, FL 32810

Dear Mr. Rozier,

I want to go on record as strongly supporting the TV program that airs on Channel 43 (The Shopper Channel), and narrated by Ms. Delores McLaughlin.

This is an outstanding program, and is one of the few outlet in Brevard County for Public Service Announcements.

BCC has found that program's has in the past gotten great



THE CHAMBER

6/19/92

Leading The Way

To: Public file
[Signature]

June 17, 1992

Mr. James Rozier
VP of Marketing & Development
CableVision of Central Florida
3767 All-American Blvd.
Orlando, FL 32810

Dear Mr. Rozier:

It was brought to our attention recently that our local TV43/WBSF will be dropped from the Orlando cable system.

The Better Business Council regrets this happening as TV43 has been very supportive of the BBC and Chamber events by allowing us programing time. We feel these local stations can help address local issues and spread the word on our community events, as well as others in our area.

We hope you will reconsider your position and appreciate the value of their contributions to our community. Thank you for your consideration.

Sincerely,

KIT FOUNTAIN
Executive Director
Better Business Council

KF/wl



Central Florida Region, Serving Brevard and Indian River Counties
Brevard Office: 2800 Aurora Rd., Suite G Melbourne, FL 32935-2061 407/255-3557
Indian River: P.O. Box 1181 Vero Beach, Florida 32960-01181 407/569-6244
Memorials: 800/242-8721



American Heart
Association

6/19/92

Dedicated to the reduction of
disability and death from
cardiovascular disease and stroke.

June 18, 1992

To: Public file
EP

Mr. James Rozier
Vice President of Marketing and Development
Cablevision of Central Florida
3767 All-American Blvd.
Orlando, FL 32810

Dear Mr. Rozier,

I wish to express my great concern and regret over your recent decision to drop TV43 from your Orlando system.

Non-profit organizations like the American Heart Association depend on stations like TV43 to promote our programs and events. There are so few stations that care about what is happening in their own backyard. We cannot afford to lose even one.

I seriously hope you will reconsider your change and continue to carry TV43, an excellent station that has continuously shown it cares for its community through its programming.

Sincerely,

Floyd A. White

Floyd A. White
Division Director

Ed, I hope this helps.

Hopefully I'll see ya on the 24th

1-12-0

June 17, 1992

Mr. James Rozier

**AMERICAN
CANCER**

6/19/92

11 00 1.0



Public file
[Signature] 7/16/92

July 7th, 1992

Mr. James Rozier
Vice President of Marketing and Development
Cablevision of Central Florida
3767 All-American Blvd.
Orlando, Fl. 32810

Dear Mr. Rozier,

The Retired Senior Volunteer Program of Brevard County has benefited greatly by the coverage given to our programs by "Update" hosted by Delores McLaughlin. This Community Affairs Program has helped to promote RSVP and has contributed to the recruitment of many senior adult volunteers each year.

R.S.V.P. has over 1,000 senior adult volunteers serving at over 125 non-profit and public service agencies here in Brevard County. We constantly seek to recruit new volunteers. Without the support of TV 43 -Community Affairs Programming many of our supported agencies would not be able to function. I have enclosed a copy of our brochure for your information.

Community affairs programming on Cablevision is IMPORTANT. Please keep TV 43 on the cable service for the citizens of Brevard.

Sincerely,

Paula Preston

Paula Preston
Director
Retired Senior Volunteer Program
Brevard County

COPY

South Brevard Office
1110 S. Hickory Street
P.O. Box 815
Melbourne, FL 32902-0815
(407) 984-0479

Central Brevard Office:
1149 Lake Drive
Cocoa, FL 32922
(407) 631-2749

North Brevard Office:
725 DeLeon Avenue
Titusville, FL 32780
(407) 268-6032



WOMEN'S CENTER

Public file ✓
E for 7/5/92

Mr. James R Rozier
Vice President of Marketing and Development
Cablevision of Central Florida
3767 All-American Boulevard
Orlando, Fl 32810

Dear Mr. Rozier:


I was recently notified that effective June 30, 1992, TV 43 was dropped from the Orlando System. This action represents 250,000 homes that will no longer be able to view their programming. My concern is that the Brevard System may soon follow.

In 1991 over 6200 area individuals came to the Women's Center for help. Some of these women were victims of rape, incest, and domestic violence while others needed a non-judgemental ear to talk to. TV43 has been proactive in airing programs which address important and vital issues that target these individuals in crisis.

TV 43's community affairs programming has not only benefitted our social service agency, it has also made a large contribution to the Brevard Community by educating area individuals as to their local resources.

On behalf of the South Brevard Women's Center and the growing needs of our community, we feel that a positive social service would be made by restoring TV43's carriage to all of CV's cable system as soon as possible.

Sincerely,


Marion A. Cheney
President, Board of Directors

cc: Ed Parker, VP and GM
Delores McLaughlin, Community Affairs Director

South Brevard Women's Center, Inc.

901 E. New Haven Avenue, No. 2

Melbourne, Florida 32901

(407) 727-2200/725-8060



A United Way Member Agency

June 17, 1992

Mr. James Rozier
Vice President of Marketing & Development
Cablevision of Central Florida
3767 All-american Boulevard
Orlando, FL 32810

Dear Mr. Rozier:

As a CV subscriber, I value the variety of programming available through your system. As the director of a local not-for-profit human services organization, I know the power of such systems to do good in local communities.

I was very disappointed and concerned to learn that Cablevision is planning to drop TV43 from its Orlando system. TV43 provides a wide range of educational and community oriented information of value to viewers throughout the Central Florida area.

In Brevard County, non-profit organizations such as Crisis Services have found TV43 a valuable ally in our public education efforts. Most agencies such as this one do not



**Space Coast
Early Intervention
Center**

2524 Palm Bay Road NE
Palm Bay, Florida 32905
(407) 729-6858 • FAX (407) 729-0937

To Public file

June 23, 1992

Mr. James Rozier
Vice President of Marketing and Development
Cablevision of Central Florida
3767 All-American Boulevard
Orlando, FL 32810

Dear Mr. Rozier:

We have learned that Cablevision of Central Florida is dropping TV43 from the Orlando system.

Over the past four years TV43 has played a very important role in this community by airing local programming addressing issues which are pertinent to our area. We at the Space Coast Early Intervention Center value the work that Channel 43 has done to inform our community about important events and children's issues.

I sincerely hope that Cablevision of Central Florida will reconsider dropping TV43 and restore TV43 to all of Cablevision's cable systems as soon as possible in order that its much-needed service may continue to serve Brevard County families.

Sincerely,

Betsy Farmer
Director

✓

WBSF STAFF INVOLVEMENT IN THE COMMUNITY

Ed Parker - Vice President and General Manager

American Heart Association - Board of Directors
American Heart Association - Communications committee Chairman
Brevard Symphony Orchestra - Board of Directors
Junior Achievement "Project Business" - Instructor
Brevard Community College Educational TV - Advisory Board
Brevard Chapter of United Negro College Fund - Advisory Board

Delores Mc Laughlin - Community Affairs Director

Crisis Services - Board of Directors President
Crisis Services - Public Relations Committee
Cocoa Village Playhouse - Board of Directors
Brevard Cultural Alliance - Board of Directors
Cocoa-Rockledge Civic League - Public Relations Committee
Junior League - Chairperson
Junior League - Public Relations Committee
Leadership Brevard - Program Committee
Big Brothers/Big Sisters - Board of Directors
March of Dimes, East Coast Chapter - Board of Directors
March of Dimes, East Coast Chapter - Vice Chairman
Junior Achievement - Project Business Consultant
Easter Seal - Board of Directors

Other:

Arthritis Foundation Volleyball Team Sponsorship
Brevard Zoo Project Volunteers
UNCF - "Men Who Cook" Fund Raiser (Chairman and Cook)

RECEIVED
MAR 22 1960
FCC MAIL ROOM

WBSF-TV 43 QUARTERLY ISSUES/PROGRAMS REPORT

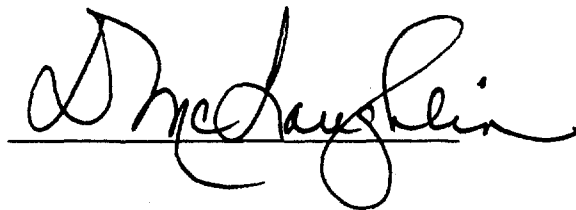
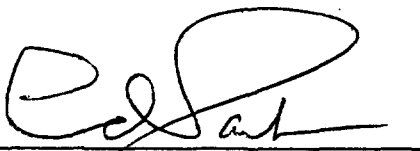
4 QUARTER 1982

The attached detail represents programming on the most prevalent issues, according to our viewers, which were ascertained in various ways, i.e., formal ascertainment and issues surveys.

Issues were dealt with in a 4:30 "Update" which runs approximately eighteen times per day, and a half-hour weekly Public Affairs show hosted by the public affairs director. We also ran various PSA's which we based on the issues at hand.

The Quarterly Report contains detailed information on every "Update," half-hour "Sunday Edition" and PSA broadcast on-air.

We believe this programming is addressing issues that are in the interest of our viewing public.



RECEIVED
MAR 22 1982
FCC MAIL ROOM

ISSUE ORIENTED PROGRAMMING

ISSUE

Minority Recruitment
for College Bound Students

TITLE OF PROGRAM

Update Sunday

INDIVIDUAL(S) INTERVIEWED

NAME:

Della Jordan

AFFILIATION:

B. CC.

NAME:

Renee Krongold

AFFILIATION:

B. CC.

NAME:

AFFILIATION:

TYPE OF FORMAT:

NEWS

30 min

PUBLIC AFFAIRS

DURATION:

BRIEF DESCRIPTION:

Brenard Community College has established a program to target and recruit what is felt is the group least likely to attend college, "the black male." Even though the program, which includes tutoring and scholarships, is available to any applicant who is eligible.